

# flog

[flɒg] *v*

1. 1) пороть, сечь; стегать; бить плетью, кнутом  
to flog smth. into smb. - вбивать что-л. кому-л. в голову; розгами внушать что-л.  
to flog smth. out of smb. - побоями отучать от чего-л.
- 2) подгонять (*мж.* flog along)
2. ловить рыбу внахлёстку
3. *разг.* побивать, превосходить, побеждать
4. сильно хлопать (*о парусе*)
5. резко критиковать, разносить  
newspapers flogging the Senate over ... - газеты, нападающие на сенат за ...
6. *сл.* продавать, сбывать (*часто из-под полы*)  
◇ to flog a dead horse - зря тратить силы; тщетно пытаться оживить интерес (*к чему-л.*)  
to flog a willing horse - подгонять того, кто и так изо всех сил старается заниматься бесполезным делом  
to flog one's memory - ломать голову, пытаюсь вспомнить что-л.  
to flog a joke [a request] to death - вконец испортить шутку [просьбу] слишком частым повторением, ≅ шутка [просьба] приелась

# flog

Oxford Advanced Learners Dictionary 8th Ed.

**flog** [flɒg flɒgs flɒgged flɒgging] *BrE* [flɒg] <sup>ˈ</sup> *NAmE* [flɑːŋ] <sup>ˈ</sup> *verb* (-gg-)

1. **often passive** ~ **sb** to punish sb by hitting them many times with a **↑whip** or stick  
• He was publicly flogged for breaking the country's alcohol laws.
2. (*BrE, informal*) to sell sth to sb  
• ~ **sth (to sb)** She flogged her guitar to another student.  
• ~ **sth (off)** We buy them cheaply and then flog them off at a profit.  
• ~ **sb sth** I had a letter from a company trying to flog me insurance.

Idioms: **↑flog a dead horse** ▪ **↑flog something to death**

Verb forms:

verb forms	
present simple	
I / you / we / they	flog
	BrE /flɒg/
	NAmE /flɑːg/
he / she / it	flogs
	BrE /flɒgz/
	NAmE /flɑːgz/
past simple, past participle	flogged
	BrE /flɒgd/
	NAmE /flɑːgd/
-ing form	flogging
	BrE /flɒɡɪŋ/
	NAmE /flɑːɡɪŋ/

Word Origin:

late 17th cent. (originally slang): perhaps imitative, or from Latin **flagellare** 'to whip', from **flagellum** 'whip'.

# flog

Longman DOCE 5th Ed. (En-En)

**flog** /flɒg \$ flɑːŋ/ *BrE* <sup>ˈ</sup> *AmE* <sup>ˈ</sup> *verb* (*past tense and past participle flogged, present participle flogging*) [*transitive*]

[Date: 1600-1700; Origin: Perhaps from Latin flagellare 'to whip']

1. to beat a person or animal with a whip or stick:  
" He was publicly flogged and humiliated.
2. *informal* to sell something:  
" I'm going to flog all my old video tapes.
3. **be flogging a dead horse** *spoken* to be wasting time or effort by trying to do something that is impossible
4. **flog something to death** *British English informal* to repeat a story or use an idea etc so often that people become bored with it:  
" They take a good idea and flog it to death.

## THESAURUS

- **sell** to give something to someone in exchange for money: He sold his motorcycle. | The shop sells old furniture. | Do you sell books on gardening?
- **export** to send goods to another country to be sold: Which countries export oil to the United States?
- **deal in something** to buy and sell a particular type of goods as part of your business: He deals in antiques.
- **put something up for sale/put something on the market** to make something available to be bought: When the painting was first put up for sale, no one thought that it would be worth so much money. | The farm was put up for sale.
- **sell up** *British English* to sell your house or your business so that you can move to a different place or do something different: They're thinking of selling up and moving to Canada.
- **auction something/sell something at auction** to sell things at a special event to the person who offers the most money: The contents of his home will be auctioned.
- **flog** *British English informal* to sell something, especially something that is of low quality: A man at the market was flogging £10 watches.

- **peddle** to sell cheap things in the street. Also used about selling illegal drugs and ↑**pornography**. Street vendors peddled American and British cigarettes. | People who peddle drugs to children should be severely punished.
- **traffic in something** to buy and sell large quantities of illegal goods or people: They trafficked in illegal weapons. | The gang were involved in people-trafficking. | drug-trafficking

## flog

Freakuency Pack

12500 **7651**<sup>MCW</sup>

15000 **11682**<sup>COCA</sup>

RANGE: **5k FLOG** <sup>442</sup>

flog <sup>87</sup>

flogging <sup>202</sup>

flogged <sup>135</sup>

flogs <sup>18</sup>

COCA 500k Unlemmatized

<sup>53</sup>**103471**<sup>55</sup> *vvi*

<sup>31</sup>**137234**<sup>32</sup> *vv0*